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Advertising Age®

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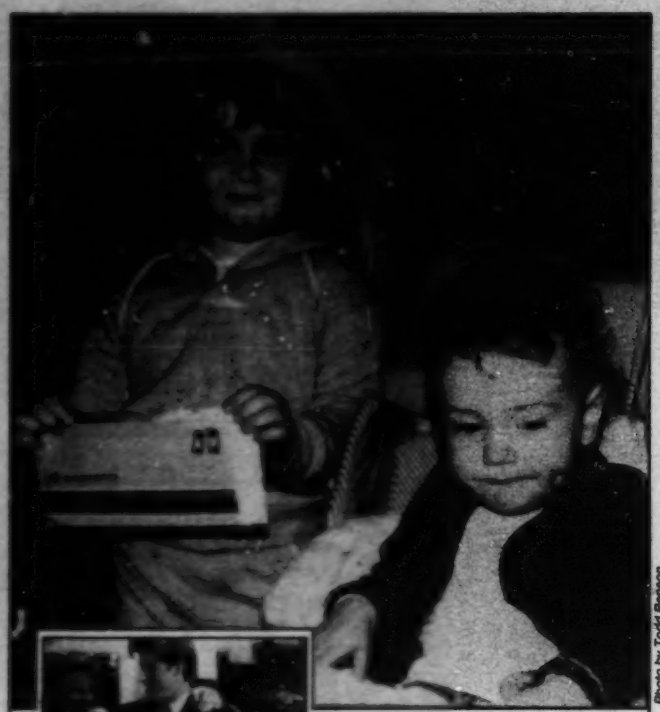


Photo by Todd Berson

Eastern's Moonlight Special is a hit, but when Ad Age rode along, it discovered, not yuppies and designer suits (a la EAL's commercials at left), but wailing children and bag lunches.

The Moonlight Special: It's no flight of fancy

By BRIAN MORAN

When Eastern Air Lines announced plans last February for the Moonlight Special—a gimmick offering passengers low fares on middle-of-the-night cargo flights—most airline and marketing people scoffed.

To many observers, the Miami-based carrier couldn't have picked a more inopportune moment to unfurl a wild new marketing ploy. Eastern was teetering toward bankruptcy, reeling from five years of losses and fighting a bruising battle with its unions.

But the airline directed its agency, Campbell-Ewald, to come up with a tv campaign pitching its slow-boat-to-the-coast flights to a target audience of college students, backpackers and yuppies who wouldn't mind switching planes in Houston at 2:30 a.m.

The Warren, Mich.-based agency's resulting pool of commercials feature a well-heeled, air-guitar-playing singles crowd high-stepping into an Eastern terminal to get on board.

The message was clear: Eastern's Moonlight riders were in for an all-night, cross-country party for only $98, a buck cheaper than People Express. (Eastern raised Moonlight fares $10 to $20 last week.)

Advertising Age got the message. Curious about the rousing success of Eastern's creative new marketing program—Moonlight has

(Continued on Page 90)

NEWSPAPER

AA
DC2001ACONGL1 FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Apple shifts execs, slashes ad budget

Apple II, Mac get new chiefs

By CLEVELAND HORTON

Apple Computer, seeking to end infighting among its separate Macintosh and Apple II divisions and spur new growth, has brought in two new executives to reshape its senior marketing team.

The changes, confirmed last week by Apple, bring Jean-Louis Gassee, a French Apple exec with a hot sales record, and Michael Lorelli, a former top marketing hand at International Playtex, into key slots. The corporate moves come as sources predicted Apple will slash 1985 ad spending to as little as $50 million, half the company's 1984 ad spending pace. Chiat/Day, Los Angeles is the Apple agency.

Apple declined to comment last week on the size of its ad budget cuts. Top execs had previously conceded that sales growth rates at Apple have slowed, prompting a bout of cost-cutting that includes not only ad cutbacks but plant closings and employe layoffs.

An Apple spokesperson said the management changes are designed to develop strategic plans to "grow Apple's markets." Industry observers, however, see the shuffle as an effort to quell internal wrangling between the Apple II and Macintosh divisions.

Apple created separate divisions last year for each product line to better address its respective markets. Sales of the lines, however, drifted into each other's markets, and the divisions reportedly began accusing each other of cannibalizing their sales.

Sources close to Apple believe the company is considering ways to sell products from both lines to the same markets. For example, Macintoshes may be sold to schools,

(Continued on Page 91)

Bosee leaves after 'disagreement' with Newhouse

First fallout at New Yorker

By STUART J. ELLIOTT

New York—The departure of J. Kennard Bosee as president of The New Yorker Magazine Inc. follows disagreements with new owner S.I. Newhouse Jr. about business operations, say magazine-industry sources.

Mr. Bosee is "retiring," effective June 1, according to a memo from chairman Peter Fleischmann. But these sources said Mr. Bosee resigned after meeting with Mr. Newhouse, chairman-president of Advance Publications, May 21—two weeks after Advance's acquisition of the magazine company took effect (AA, Feb. 14, *et seq.*).

Sources said Mr. Bosee and other New Yorker executives have been unhappy with situations in which they believed Advance's Conde Nast Publications was getting involved in internal New Yorker business matters, such as personnel, printing and insurance coverage.

Under the agreement reached before the buyout, Advance pledged to operate New Yorker as a separate, stand-alone company.

Angry over CBS suit against Ziff, 'Car & Driver' publisher David E. Davis quits. Page 2.

There are reports other top business-side executives have resigned, or are about to, including Mr. Fleischmann, whose father, Raoul, 60 years ago helped found the company and its flagship weekly, *The New Yorker*. He was out of town and could not be reached for com-

(Continued on Page 88)

New Coke word gets 'round fast

Chicago—More than eight in ten Americans (83%) already know that Coca-Cola, the beverage once described by a top company official as "the most American thing in America," is in the process of changing its flavor. More crucial for Coke: Of consumers who now call Coca-Cola the brand they drink most, only one in four feels absolutely sure he or she will continue to drink Coke once the new formulation arrives.

These facts emerge from research with consumers across the country conducted for Advertising

(Continued on Page 86)

Last Minute News

Marsteller may lose Spanish car maker

Madrid—Marsteller Co. here appears to be on the verge of losing the $20 million pan-European SEAT car account, reliable sources say. Spain's leading auto maker will hear presentations from Ted Bates Advertising; BBDO; Benton & Bowles; Kenyon & Eckhardt; Saatchi & Saatchi, and TBWA, sources add. Marsteller denied the report.

Supercuts shears WRG from account

San Rafael, Cal.—Supercuts, a national hair-cutting chain, is soliciting bids for its $10 million account after firing Wells, Rich, Greene/West, Los Angeles. The move ended a stormy two-year agency-client relationship. WRG/West could not be reached for comment.

Dansk Int'l Designs reviews agencies

Mount Kisco, N.Y.—Dansk International Designs, a marketer of tabletop products, reportedly is reviewing agencies for what is estimated to be a $3 million account. J.R. Flanagan Inc., New York, currently handles media placement for Dansk.

O&M sex bias suit resumes

White Plains, N.Y.—Ogilvy & Mather Worldwide will go back to court here June 18 in a sexual discrimination case first filed several years ago (AA, Oct. 17, '83, *et seq.*). The individual claims by two O&M employes

(Continued on Page 8)

Davis angered by CBS suit

'Car & Driver' chief peels off

By JESSE SNYDER

ANN ARBOR, MICH.—David E. Davis, long considered the personification of car-buff magazine publishing, has resigned as editor-publisher of *Car & Driver*. His departure stems from the bitter lawsuit between CBS Inc. and Ziff Corp.

CBS bought *C&D* and 11 other publications from William Ziff late last year. Since the deal was completed, a virtual barrage of memos from CBS headquarters and other lingering transition problems were making Mr. Davis restive. But staffers weren't overly concerned until the CBS suit was filed, characterizing as fraudulent Mr. Ziff's statement of operating profits for the publications and demanding a $40 million refund on the selling price of $362.5 million (AA, May 20).

Mr. Davis fired off a telegram to CBS the same day the suit was filed, May 15, resigning in protest of the characterization of his mentor.

Mr. Davis described Mr. Ziff as "the man who made me what I am" when he quietly called together the magazine staff the following day to explain. He said he felt an obligation to take a stand.

CBS magazines execs reportedly spent several unsuccessful days in Ann Arbor attempting to change Mr. Davis' mind. He will leave July 31.

Mr. Davis was in California last week on assignment and unavailable for comment.

A former adman and race driver, Mr. Davis is one of Detroit's most recognizible faces in automotive and publishing circles. Even competitors in the close-knit circle of car-buff writers acknowledge him one of the last writer personalities to completely dominate a

(Continued on Page 88)

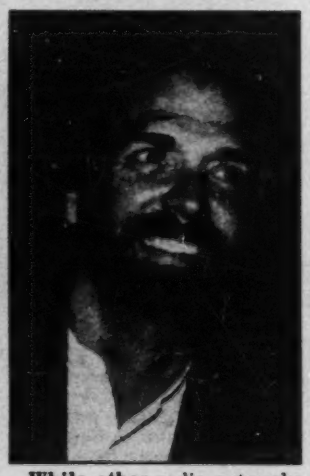
B&H says opposites attracted

New ad campaign, set to break in July for Benson & Hedges, pairs folks with opposite tastes in other areas—including Bach vs. rock—who agree on the taste of B&H, touted as "America's favorite 100." Wells, Rich, Greene, New York, is agency for the Philip Morris brand.

Highlights

McDonald's has become a chain with $10 billion in sales by sticking to its long-term growth plans and ignoring what "the other guys" do, and executives of the world's largest restaurant company last week gave its shareholders no sign that they plan to change. *See Page 6.*

Foreign correspondents in Moscow encounter their own set of hardships, whether it be waiting 13 hours to get a call through to the U.S. or getting information from officials. But there are other factors that make the struggle worthwhile. *See Page 28.*



While other radio networks are reducing their entertainment content, Westwood One is stepping up its array of pop music formats. "We are the new direction of network radio," says 42-year-old Norm Pattiz, whose operation offers stations 30 regularly scheduled programs and upward of 40 special events a year. *See Page 54.*

CORPORATE CLOSEUP

In three years at the helm at Carillon Importers, Michel Roux has brought a strategy, progressiveness and style that have spearheaded the company's double-digit growth. In 1981, the year before he took over, Carillon's sales were $52 million; this year the company estimates that figure will exceed $100 million. During the same period, profits have quadrupled. *See Page 4.*

FORUM

Tony Wainwright, president, Bloom Cos., offers tips on keeping talented people. *See Page 20.*

Consultant Joel Baumwoll writes about brand loyalty. *See Page 20.*

INTERNATIONAL

Henkel, the giant, multinational consumer-products marketer based in Germany, is beefing up its multinational agency roster and TBWA Advertising is the big winner. *See Page 48.*

Israeli advertising finds itself in a perennial dilemma trying to combine advertisers' extremely limited budgets with the fact that they have to reach a population that hails from cultures and linguistic backgrounds as diverse as those of Ethiopia and the Soviet Union. *See Page 48.*

President Reagan's recent controversial visit to Bitburg's military cemetery, where members of Hitler's infamous Waffen SS are buried, may have affected Bitburger Brauerei's U.S. business. *See Page 49.*

DIRECT MARKETING

Last year, Barry Blau & Partners reported $5.7 million in gross income on billings of $30.8 million. That made it the 145th-largest advertising agency (or the 12th-largest direct-marketing agency), improving from number 216 the year before. That was the single best improvement in standing among all agencies with income between $5 million and $15 million. *See Page 72.*

COMING THURSDAY

SPECIAL REPORT

Cable tv used to be considered the be-all and end-all in home entertainment, but now it is seen only as a component in today's home media center.

REGULAR FEATURES

ADBEAT	79	PERSONAL PRIVILEGE	24
ADVERTISING MARKETPLACE	77	PHOTO REVIEW	32
AGENCY PEOPLE	44	PRESSTIME	8
BRADY'S BUNCH	68	REGIONAL NEWS	70
CON-SID-ERATIONS	18	VIDEOTECH UPDATE	50
CORRECTIONS & CLARIFICATIONS	6	WORLD NEWS ROUNDUP	3
EDITORIAL	18		
FOR THE RECORD	85		
FORUM	20		
LETTERS	22		
NEW PRODUCTS	82		
OBITUARIES	66, 84		

FIGURES TO FILE

NEWSPAPER AD SPENDING FOR FEBRUARY	60
SMOKELESS TOBACCO VOLUME AND SALES, 1982-84	64

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Lorimar among three wooing Bozell & Jacobs

By STEWART ALTER

NEW YORK—Bozell & Jacobs has stepped up sale or merger conversations in the last few weeks, talking to as many as three agencies.

Talks have been revived with two suitors, including Lorimar, the Culver City, Cal.-based entertainment company that acquired Kenyon & Eckhardt a few years ago. Talks between Lorimar and B&J had been terminated previously (AA, Dec. 3).

"We've talked to Lorimar off and on going back eight or nine months now, and we have in the last couple of weeks talked to them as well as to a few others," said Charles Peebler Jr., B&J president-ceo, confirming the discussions.

Mr. Peebler, however, emphasized that Lorimar was only one of three potential buyers he has talked to recently, one other of which is also a revived conversation. He would not disclose who they were, but did deny that either D'Arcy MacManus Masius, or any of the French agencies, some of which have previously pursued B&J, were involved.

Other sources indicated neither Saatchi & Saatchi nor Interpublic Group of Cos. was among those would-be buyers either.

"It appears that Bozell & Jacobs' number has come up on the dance card," said Mr. Peebler. "If you look at the track record of what we've done, I doubt you'll find any agency that is going to be more attractive than ours."

But he cautioned against con-

(Continued on Page 88)

Chicago printer faces indictment

Probe print bribes

By KEVIN DWYER
Crain News Service

CHICAGO—A federal grand jury is expected to indict Earl Lee Co., a commercial printer here, and its president, Norman Karel, next month in an alleged kickback scheme.

The scheme reportedly involved employes of such Chicago-based companies as Walgreen Co., Wm. Wrigley Jr. Co. and First National Bank of Chicago. An employe of Young & Rubicam/Zemp, St. Petersburg, Fla., also has been questioned (AA, April 15).

According to divorce documents filed on Mr. Karel's behalf in Cook County circuit court, "numerous financial setbacks" and "personal difficulties" experienced in recent months by Earl Lee and Mr. Karel "are expected to culminate in [his] indictment."

Mr. Karel, through his attorney, declined comment.

The coming indictment, which the Federal Bureau of Investigation would neither confirm nor deny, follows a six-month investigation by the FBI and the U.S. attorney's office here into Earl Lee's business practices.

Privately held Earl Lee, which employs about 40 people and operates 10 subsidiary businesses out of

(Continued on Page 91)

SSC&B revamp frees up Weithas

By STEWART ALTER

The reorganization revealed by SSC&B:Lintas Worldwide last week, folding nine divisions into two, is the culmination of a plan by SSC&B chairman-ceo William Weithas to free himself from direct operational responsibilities.

The changes revived speculation that Mr. Weithas, 56, is in line to succeed J. Donald McNamara as president of the Interpublic Group of Cos., SSC&B's parent. Mr. Weithas dismissed such talk last week.

The restructuring at SSC&B, the second-largest of the Interpublic agency networks, leaves the agency with a U.S. and an international division.

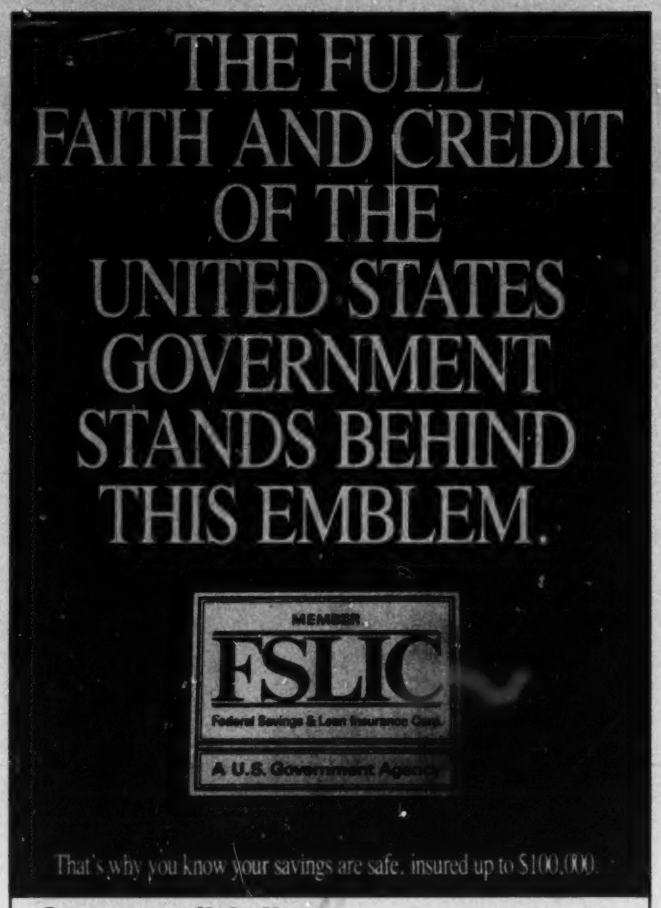
Previously divided into nine regions, of which the U.S. was one, all the regional directors had been reporting to Mr. Weithas, who will remain based in London.

The agency is now divided into a U.S. division and an international division, which includes eight of the previously distinct regions.

The two executives heading those divisions are Spencer Plavoukos and Kenneth Robbins, respectively.

Mr. Robbins, 49, will be moving to London from New York (AA,

(Continued on Page 85)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That's why you know your savings are safe. insured up to $100,000

Semper fidelis

On the heel of several savings & loan crises, the Foundation for Savings Institutions June 4 breaks a color print campaign in *USA Today* emphasizing federal deposit insurance (AA, May 23). Backer & Spielvogel, New York, handles.

Nestle yanks Burnett from foreign jobs

By DENNIS CHASE

Nestle is firing Leo Burnett Co. shops around the globe, resulting in millions of dollars in business losses for the agency.

Burnett recently lost Nestle accounts in Brazil, Hong Kong, Malaysia, Puerto Rico and Singapore.

Most of the business has been given to the other two major Nestle agencies—J. Walter Thompson Co. and McCann-Erickson.

In Europe, Burnett lost $3 million-to-$4 million worth of Nestle business in France (AA, May 13). There are rumors that Burnett's Nestle account in the U.K.—one of the biggest international Nestle accounts in the agency's lineup, with $9.8 million in billings—is on shaky ground.

Burnett already has lost more than 33% of its international Nestle business, following the Chicago-based agency's decision to resign $40 million worth of Nestle U.S. business earlier this year.

The agency resigned Nestle in the U.S. after gaining U.S. business from M&M/Mars (AA, Feb. 21, *et seq.*), but some sources contend that the two moves were unrelated and that Burnett resigned the Nestle business because it was neither growing nor profitable.

The agency, which still has Nestle accounts in Argentina, Australia, Mexico, Thailand and the U.K., may lose some of those accounts.

The moves by Vevey, Switzerland-based Nestle surprised some Burnett executives who guessed that the marketer's philosophy of decentralization, where local Nestle companies get wide latitude to choose agencies and creative strategies, would permit Burnett to keep the international business.

But Nestle broke precedent and moved quickly to punish Burnett for resigning the U.S. business by ordering its foreign companies to fire the agency, sources said. The agency has been notified by letter from Nestle each time it gets the ax.

So far, Burnett has not moved aggressively to gain Mars international business but is thinking about it.

The agency's tack is to do impressive work for Mars in the U.S. and then go after the client's foreign accounts.#

Nestle fends off European critics. See Page 85.

Planned Parenthood pitch goes national

By PAT SLOAN

NEW YORK—Its first national pro-abortion advertising campaign positions the Planned Parenthood Federation of America as an organization of compassion and concern, in counterpoint to what the federation sees as a continuing trend toward violence by anti-abortionists.

Newspaper ads running in New York, San Francisco, Los Angeles, Chicago and Washington broke last week and will be followed up this fall with a national magazine campaign themed "The decision is yours." The Public Media Center, San Francisco, is agency for the $1 million effort.

The first of the two current ads gives "Nine reasons why abortions are legal," including: "Laws against abortion kill women"; "legal abortions protect women's health"; "a woman is more than a fetus"; "being a mother is just one option for women"; "outlawing abortion is discriminatory"; "compulsory pregnancy laws are incompatible with a free society"; "outlaw abortion, and more children will bear children"; "every child [should be] a wanted child," and "choice is good for families."

That ad also notes the more than 30 arsons and bombings of family planning and abortion clinics in the last 17 months and the announcement by some anti-abortionist leaders that 1985 will be a "year of fear and pain" for both women seeking abortions and those who would give them.

As a result, a portion of the Planned Parenthood's newspaper campaign includes a coupon addressed to Attorney General Edwin Meese III charging that the call for a "year of fear and pain" constitutes a conspiracy to violate the civil rights of women seeking legal abortions and asking the Justice Department's civil rights division to investi-

(Continued on Page 87)

World News Roundup

SYDNEY—The High Court of Australia ruled last week that children's tv programs no longer have to be censored by the government before going on the air. The Australian Broadcasting Tribunal has been prescreening the shows since 1978.

DUESSELDORF—DYR is expected to announce in several months it is acquiring a minority stake in R.W. Eggert, Germany's 11th-largest agency and a DYR affiliate for one year. The deal, which would give DYR its first stake in a European agency, may be structured so DYR can buy more shares of Eggert over several years, sources here say.

LONDON—Greyhound Lines is talking with merchandisers about introducing its greyhound logo on clothing in Europe.

JAKARTA—J. Walter Thompson Co. will announce within several months that it has dropped its affiliation with United Multimedia here in favor of a new agency whose name has not been disclosed.

LONDON—Satellite Radio Europe, a U.S. and Dutch-owned company based here, this year plans to start the first radio station to broadcast by satellite to the European continent. The 24-hour music station will carry six minutes of advertising per hour.

MADRID—The Spanish Cultural Ministry has launched a nationwide outdoor campaign featuring six paintings by Spanish painter Salvador Dali via Grupo Barro, a local shop. This is the first in a series of

(Continued on Page 48)

Murdoch's foreign moves — P. 38

ADWATCH

Survey: Coors is the one

'Beer talk' scores

By SCOTT HUME

It's agreed that sex, glamor, emotion and patriotism sell. Apple's "1984" commercial also proved that an enormous budget coupled with a creative execution can get you noticed. But it also still is possible to cut through the clutter without invoking any of those tools.

Consider Adolph Coors Co., for example.

In February, Golden, Colo.-based Coors replaced its "Best of the Rockies" advertising campaign, which marketing vp Rob Klugman called "good, middle-of-the-road beer advertising," with a decidedly out-of-the-ordinary campaign carrying the "Coors is the one" tag line (AA, Feb. 11). The new spots feature actor Mark Harmon calmly discussing a series of product attributes while walking on a hilltop or through the Coors brewery. "There's no hoopla here," brewing division president Peter Coors told ADVERTISING AGE in a recent interview. "There are no bar scenes, no macho postures. This is just plain old beer talk."

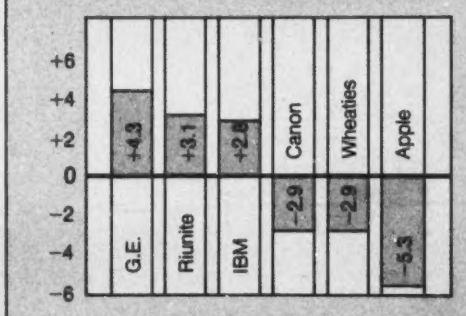
Perhaps so, but "beer talk" apparently gets listened

(Continued on Page 87)

April winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read n the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.

Change in percentage of responses since March



After strong '84, Big Mac stays on track

By SCOTT HUME

McDonald's Corp. has become a chain with $10 billion in sales by sticking to its long-term growth plans and ignoring what "the other guys" do, and executives of the world's largest restaurant company last week gave its shareholders no sign that they plan to change.

McDonald's came through 1984, a relatively tough year for many fast-food chains, in very good shape, and company executives' reports were full of good news and upbeat projections. Systemwide sales last year rose 15% to $10 billion, and international sales were up 20% to nearly $2 billion. Even average-unit sales, which had been flat for the past few years and a source of concern, showed a solid gain, rising 8% from $1.169 million to $1.264 million.

With the tone of the meeting set by those positive numbers and references to last year's successful ties to the Summer Olympics and this year's celebration of the chain's 30th anniversary, McDonald's execs felt no need to comment on moves made by competitors.

"We don't spend our waking hours thinking about the industry. We spend our waking hours on ourselves," explained chairman Fred Turner during a brief post-meeting press conference.

Mr. Turner added that the talk of "Burger wars" neglects the fact that sales are up for all of the Big Three hamburger chains. "Our share of the total pie is up. Theirs are up. The total pie is up."

So positive and confident was Mr. Turner that he declined even to be critical about other industries. Asked about Coca-Cola's reformulation of Coke, he replied rhetorically, "Who is McDonald's to second-guess the marketing acumen of the market leader?"

However, he said McDonald's has no interest in adding Cherry Coke, which several other chains soon will begin testing (AA, May 20), at its 8,300 restaurants.

President Michael Quinlan said that while McDonald's advertising presence during prime time network programing will continue to expand, it represents no real shift in policy.

"Last year we changed the way our national advertising budget is spent to skew more toward national tv and away from local buys," Mr. Quinlan said. "However, the amount of network kids' tv available is limited, and we already are pretty well represented there. As a result, the overage goes to more adult programs. We'll up the ante in prime time buys, but it's not a policy shift."

McDonald's spent approximately $600 million, or 6% of systemwide sales, on advertising and marketing worldwide last year. About 80% of that is spent domestically.

International growth continues to be a high priority for the company despite currency fluctuations that cut its overseas earnings last year. Vice-chairman Edward Schmitt told shareholders that the chain, which last year opened its first stores in Taiwan, Andorra and Finland, hopes to enter Argentina and Macao next year and is looking at South Korea and Indonesia.

Shrugging off questions about "saturation" in the fast-food industry, Mr. Turner said there remains more than enough room for growth, although new stores will not all be on traditional sites. As an example, he noted that 10 McDonald's restaurants were opening simultaneously on the Connecticut Turnpike as the meeting opened.#

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McGeehan promoted; Webster takes AA spot

CHICAGO—Pat McGeehan has been promoted from assistant regional editor to regional reporter for the Chicago bureau of ADVERTISING AGE. He will contribute regional stories and cover the national housewares beat.

A 1984 graduate of Northwestern University, Mr. McGeehan joined AD AGE in August.

Nancy Webster has been named to succeed him as assistant regional editor.

N. Webster

P. McGeehan

A 1983 graduate of Indiana University, Ms. Webster most recently was the Life Styles editor of the *Daily Calumet*, a newspaper serving Chicago's southeast suburbs. She also has worked on the copy desk of the *South Bend Tribune*.#

CORRECTIONS & CLARIFICATIONS

- Associate creative director for Dancer Fitzgerald Sample's new Molson Golden ad was Stephen Dolleck, while Peggy Gregerson was the copywriter. Joe Loconto was art director. They were omitted from Global Gallery (AA, May 9, P. 10).
- Young & Rubicam/Dentsu, Los Angeles, is the agency for Tomy Corp.'s Popoids and for that toy's tie-in with McDonald's, not Keye/Donna/Pearlstein and Leo Burnett USA, as reported (AA, May 9, P. 55).
- Zachary & Front, New York, is agency for Bertolli USA's packaged tomatoes. The agency name was misspelled earlier (AA, May 16, P. 51).
- Gillette Co., Boston, markets Dipity-Do styling gel, not Dep Corp., as reported (AA, May 20, P. 60).
- *Spectrum* was inadvertently omitted from the May consumer magazine linage report (AA, May 20, P. 93). Updated figures are: May, 1985, 116.4 pages; May, 1984, 115.3; Year-to-date 1985, 547.6; Year-to-date 1984, 491.9.
- Henson Associates, New York, said Hanes Knitwear is adding "Fraggle Rock" to its children's wear line, not "Muppet Babies" as reported recently (AA, May 20, P. 100).#

BPAC picks new officers

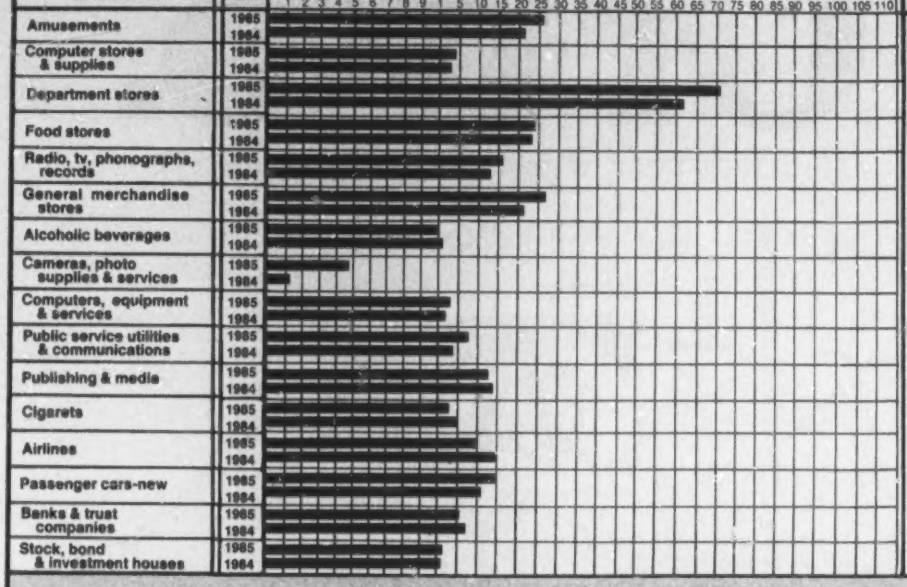
NEW YORK—Business Publications Audit of Circulation has elected new officers. Its new chairman is Karl Kaufmann, corporate advertising manager and international marketing communications manager in 3M Co.'s staff marketing services. He succeeds Raymond McArdle, senior vp-media director, D'Arcy MacManus Masius, who becomes immediate past chairman.

Mr. Kaufmann is succeeded as first vice-chairman by Wilma Epstein, senior vp-associate media director, Ogilvy & Mather. Glen Peterson, director-corporate communications, Foxboro Co., becomes second vice-chairman.

Other new officers: Secretary—Jerome Neff, publishing vp, Penton/IPC; treasurer—John Wrede, president, McGraw-Hill Publications Co., and assistant treasurer—Bernard Rogers, president, healthcare division, Harcourt Brace Jovanovich.#

FLASH REPORT: Newspaper advertising investment for February

February 1985 CATEGORIES	YEAR	DOLLARS 1985	DOLLARS 1984	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1985	$25,824,325	$22,902,522	+2,921,803	+12.8
	1984				
Computer stores & supplies	1985	4,908,059	3,327,872	+1,580,187	+47.5
	1984				
Department stores	1985	71,175,344	62,628,765	+8,546,579	+13.6
	1984				
Food stores	1985	24,481,292	23,006,084	+1,475,208	+6.4
	1984				
Radio, tv, phonographs, records	1985	15,499,154	12,767,613	+2,731,541	+21.4
	1984				
General merchandise stores	1985	27,209,723	21,352,877	+5,856,846	+27.4
	1984				
Alcoholic beverages	1985	998,484	1,072,300	−73,816	−6.9
	1984				
Cameras, photo supplies & services	1985	461,096	153,296	+307,800	+200.8
	1984				
Computers, equipment & services	1985	3,288,200	2,160,546	+1,127,654	+52.2
	1984				
Public service utilities & communications	1985	7,226,332	4,226,357	+2,999,975	+71.0
	1984				
Publishing & media	1985	13,025,965	13,899,039	−873,074	−6.3
	1984				
Cigarets	1985	2,466,724	4,820,690	−2,353,966	−48.8
	1984				
Airlines	1985	9,501,690	13,553,574	−4,051,884	−29.9
	1984				
Passenger cars-new	1985	13,957,614	10,391,922	+3,565,692	+34.3
	1984				
Banks & trust companies	1985	5,681,708	6,238,469	−556,761	−8.9
	1984				
Stock, bond & investment houses	1985	1,521,698	1,675,515	−153,817	−9.2
	1984				



This Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Stores, autos top latest Flash Report

By WILLIAM F. GLOEDE

NEW YORK—If advertiser spending were a reliable indicator of current consumer spending, it would appear Americans in 15 major markets spent much of February driving new cars to shopping malls, all the while withdrawing money from the bank.

The ADVERTISING AGE Flash Report of Newspaper Advertising Investments for February shows department stores, general-merchandise retailers and marketers of new cars leading an over-all increase of $25 million in advertiser investments in daily newspaper advertising in 16 selected categories in 15 major markets.

The Flash Report is prepared for ADVERTISING AGE by Media Records Inc. based on linage measurements in 29 daily and 23 Sunday newspapers in 15 cities.

Department stores, newspapers' biggest advertisers, led in dollar gains with a 13.6% jump to $75.1 million, $8.5 million more than February, 1984. General merchandise store spending ros)e 27.4% to $27.2 million.

The passenger cars-new category, which tallies all factory, dealer association and dealer ad spending, posted a 34.3% increase to $13.9 million.

Banks & trust company spending, however, was off 8.9% to $5.7 million.

Among the categories showing the highest percentage gains over February, 1984, were cameras, photo supplies & services, up 200% to $461,000; public service utilities and commissions, up 71% to $7.2 million; computers, equipment and services (general classification) up 52.2% to $3.3 million; computer stores & supplies (retail classification), up 47.5% to $4.9 million, and radio, tv, phonographs & records, up 27.4% to $27.2 million.

The largest percentage decreases between February, 1984, and this February were in the cigaret category, down 48.8% to $2.5 million, and the airlines category, down 29.9% to $9.5 million.

Other losers were stock, bond & investment houses, down 9.2% to $1.5 million; alcoholic beverages, down 6.9% to $998,000, and publishing & media, down 6.3% to $13 million.

Other gainers included: Amusements, up 12.8% to $25.8 million, and food stores, up 6.4% to $24.5 million.

The Flash Report is based on measurements of newspapers in Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

H&K adds two execs

ATLANTA—With merger mania rivaling Trivial Pursuit as a national pastime, Hill & Knowlton's Atlanta office has added two senior executives with first-hand experience from the corporate takeover battlefields.

Thomas Latimer, the new vp-general manager in Atlanta, spent long hours working on the Gulf Oil/Chevron merger in his position as senior director of advertising and corporate communications for Gulf Oil Corp., Pittsburgh.

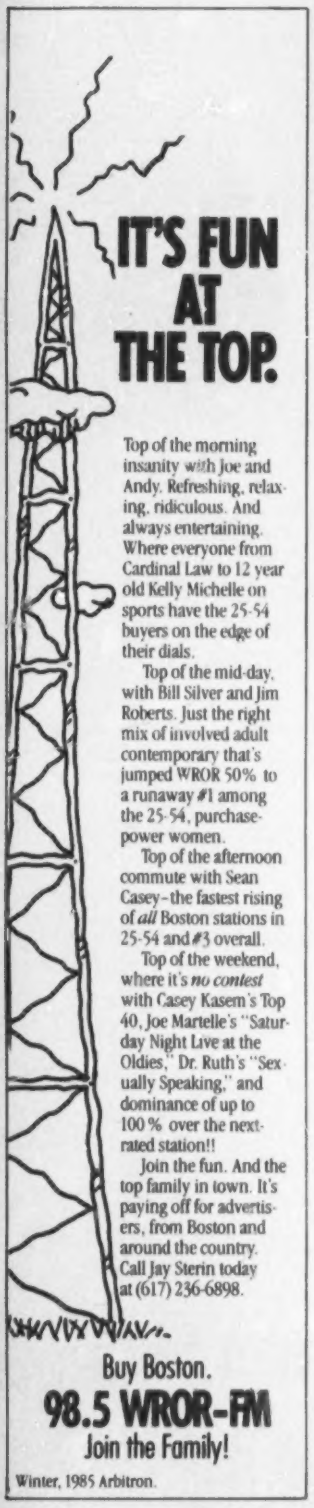
He will be joined by Joel Goldberg, former chairman-ceo of Rich's, the regional department store chain based in Atlanta. Mr. Goldberg, who was head of Rich's when it was purchased by Federated Department Stores, Cincinnati, several years ago, will be a parttime senior consultant.

Recruited to Hill & Knowlton by an executive search company, Mr. Latimer thinks the expanding southeastern corporations represent an untapped pr gold mine.

Mr. Latimer replaces Dwayne Summer, the former vp general manager, who left the agency several months ago.#

Galen sets up new shop

NEW YORK—Galen & Asssociates Productions is a newly formed production facility located at 25 W. 43rd St., 10036. The shop is headed by Paul Galen, former corporate officer and executive producer/-production director at Gateway Productions here, a division of Gannett Co.



IT'S FUN AT THE TOP.

Top of the morning insanity with Joe and Andy. Refreshing, relaxing, ridiculous. And always entertaining. Where everyone from Cardinal Law to 12 year old Kelly Michelle on sports have the 25-54 buyers on the edge of their dials.

Top of the mid-day, with Bill Silver and Jim Roberts. Just the right mix of involved adult contemporary that's jumped WROR 50% to a runaway #1 among the 25-54, purchase-power women.

Top of the afternoon commute with Sean Casey - the fastest rising of *all* Boston stations in 25-54 and #3 overall.

Top of the weekend, where it's *no contest* with Casey Kasem's Top 40, Joe Martelle's "Saturday Night Live at the Oldies," Dr. Ruth's "Sexually Speaking," and dominance of up to 100% over the next-rated station!!

Join the fun. And the top family in town. It's paying off for advertisers, from Boston and around the country. Call Jay Sterin today at (617) 236-6898.

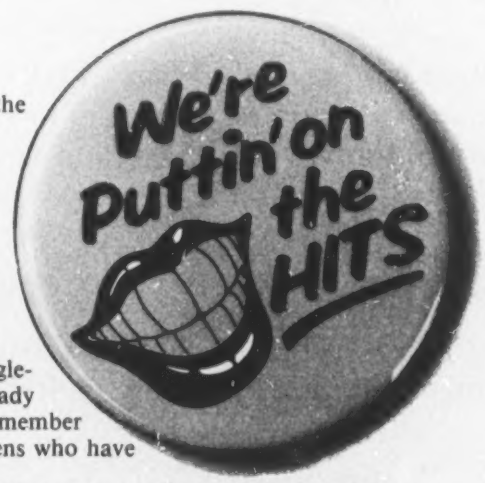
Buy Boston.
98.5 WROR-FM
Join the Family!

Winter, 1985 Arbitron.

In shopping malls across the country. Big, splashy, crowd-filled events. Like the auditions we're currently running for the hit TV show, "Puttin' On The Hits"*.

And, the national search for Mother and Daughter Pageant candidates.

We've got "The Gumby Show", with the popular goggle-eyed character and his pals ready to entertain the adults who remember the original show, and the teens who have made him a cult figure.



In fact, we've got the right entertainments and exhibits to showcase your products in the selling environment of shopping malls. Turn-key events, complete with merchandising packages, that deliver more exposure than you thought you could get from your local marketing program.

So call 213-546-2528 and we'll put on a hit for you!

anne estes promotions incorporated
2100 north sepulveda boulevard, suite 12
manhattan beach, california 90266

*Sponsored by Chewels sugarless gum, a product of Warner-Lambert Company. "Puttin' On The Hits" is the number one new syndicated show from Chris Bearde in association with Dick Clark Television Productions, Inc., and distributed exclusively by MCA TV.

Smokeless tobacco sales up during '84

By JOHN C. MAXWELL

In 1984 the total smokeless tobacco industry was up 2%, led by moist snuff and loose leaf in particular. It is believed some of this relates to a switch from cigarets.

The moist-snuff area growth continues to be led by U.S. Tobacco, Greenwich, Conn., with volume up 7%. As this was the bottom-line growth of the total category, the company maintained share. The category's biggest grower was the Copenhagen brand, up a bit over 8%.

The Skoal group now has six products, which run from the basic Skoal product to Skoal Bandit, Skoal Bandit Mint, two Skoal longcut items and the Copenhagen product. It would appear that Skoal Bandits are growing due to some cannibalization of the basic Skoal product, though that area has shown some modest over-all gains.

Memphis-based Conwood Corp.'s Kodiac brand helped the company move up a few tenths of a per cent of the market share, to the detriment of Helme Tobacco Co., Wheeling, W. Va.

The other growth area was loose leaf, up some 3%. Conwood was the only company to show growth in the division, up some 15% in units and up four share points.

On an over-all basis, Conwood kept its No. 1 position with a 27.4% share, closely followed by U.S. Tobacco with 26.2%. The other companies lost some share, but there was no change in their rankings.

The main concern in the industry relates to the probability of a health label some time this year. Already six states: Illinois, Utah, Delaware, Oregon, Massachusetts and New York, have bills on the table to address this problem. The industry would prefer to have one label rather than 50 labels. A national bill is expected to be proposed. A label might affect consumption trends adversely within the industry, though obviously the strength of the label will be a consideration.#

Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.

Total smokeless tobacco

Paced in part by a consumer switch in smoking habits, the over-all smokeless tobacco market recorded a 2% increase last year. Pounds figures are listed in thousands. *Source: John C. Maxwell.*

Brand	1982 Lbs.	1982 Share	1983 Lbs.	1983 Share	1984 Lbs.	1984 Share
Conwood	33,554	25.4	34,606	26.2	37,026	27.4
U.S. Tobacco	31,182	23.6	33,070	25.0	35,341	26.2
Pinkerton	30,070	22.8	29,070	22.0	28,690	21.3
Lorillard	12,648	9.6	11,900	9.0	11,914	8.8
Helme Tobacco	10,680	8.1	10,850	8.2	10,694	7.9
R.J. Reynolds	11,151	8.5	10,050	7.6	8,411	6.5
Brown & Williamson	1,899	1.4	1,858	1.4	1,754	1.3
R.C. Owen	811	0.6	782	0.6	751	0.6
Total	131,845	100.0	132,205	100.0	134,921	100.0

Smokeless tobacco sales

Moist-snuff (up 7%) and loose-leaf (up 3%) were the only growth segments in the smokeless tobacco industry last year. Pound figures in thousands; shares may not total 100 due to rounding. *Source: John C. Maxwell, Furman Selz Mager Dietz & Birney.*

Company/Brand	1982 Lbs.	1982 Share	1983 Lbs.	1983 Share	1984 Lbs.	1984 Share
Plug						
R.J. Reynolds	6,955	67.9	6,261	65.5	5,701	65.6
Conwood	1,825	17.8	1,910	20.0	1,696	19.5
Brown & Williamson	1,099	10.7	1,065	11.1	1,000	11.5
Pinkerton	370	3.6	320	3.4	290	3.4
Total	10,249	100	9,578	100	8,687	100
Moist plug						
Pinkerton						
Redman Moist Plug	1,560	31	1,300	30	1,200	30
R.J. Reynolds						
R.J. Gold	1,136	22	824	19	518	13
Conwood						
Taylors Pride	1,103	22	1,020	23	1,070	27
Levi Garrett Plug	1,274	25	1,210	28	1,168	30
Total	5,073	100	4,357	100	3,956	100
Dry snuff						
Conwood	4,833	43.2	4,590	43.0	4,335	42.5
Helme Tobacco	3,580	32.0	3,500	32.8	3,344	32.8
U.S. Tobacco	1,985	17.7	1,800	16.8	1,785	17.5
Brown & Williamson	800	7.1	793	7.4	735	7.2
Total*	11.2*	100	10.7*	100	10.2*	100
Moist snuff and fine cut						
U.S. Tobacco	29,200	89.3	31,300	89.3	33,478	89.3
Helme Tobacco	1,100	3.3	1,000	2.9	950	2.6
Conwood	2,500	7.6	2,730	7.8	3,050	8.1
Total*	32.7*	100	35.0*	100	37.5*	100
**Millions of pounds*						
Twist/roll						
Conwood	956	54	918	54	865	53
R.C. Owen	811	46	782	46	767	47
Total	1,767	100	1,709	100	1,632	100
Loose leaf						
Pinkerton						
Redman	25,029	35	25,100	35	24,800	34
Total	28,140	40	27,450	39	27,200	37
Conwood						
Scotten, Dillon	1,264	2	1,100	2	1,000	1
Levi Garrett	17,620	25	16,840	27	21,669	30
H.B. Scott	—	—	1,390	2	2,050	3
Red Fox	—	—	900	1	900	1
Total	21,058	30	22,230	31	25,619	35
Lorillard						
Beech-Nut	11,359	16	10,907	15	11,116	15
Total	12,648	18	11,929	17	11,914	16
Helme Tobacco						
Chattanooga Chew	2,550	4	2,700	4	2,550	3
Total	5,980	8	6,350	9	6,050	8
R.J. Reynolds						
Work Horse	3,060	4	2,965	4	2,193	4
Total	70,886	100	70,923	100	72,974	100

Workshop to see Abel's bag of tricks

New York—Which comes first, the creative "chicken" or the technological "egg"?

With breakthroughs in modern technology and daily strides in visual and audio equipment, a new kind of creativity is emerging. A creativity centered on daring special effects, exciting visual stimulation and unprecedented musical and auditory presentations. But how does this affect the creative process?

"Ultimately, the key is creative, not technical," according to Robert Abel, president of Robert Abel & Associates and a pioneer in special-effects technology.

Mr. Abel will be one of the featured speakers at the Advertising Age Creative Workshop to be held Aug. 25 to 28 at the New York Hilton Hotel.

"Our medium is not one of special effects, but one of visualization" says Mr. Abel. "We've been called a 'state of the art' company because we've always been on the leading edge of technology. But creative visions are realized only when that technology is applied through carefully thought out, ingenious solutions.

"The ability to get a creative vision on film or tape is really just a mechanical process, however complicated. The most creative part is having the vision in the first place," Mr. Abel explains.

In Mr. Abel's opinion, the best visions are the products of collaboration between the production company, the agency and the client, and ultimately rests on their ability to take chances. "The marketplace commands us to keep exploring because the tricks of two years ago simply don't work anymore," he says. He also points out that the audience of today has a much higher level of visual sophistication, which necessitates "being unique."

"It's been demonstrated often that the benefits of being different far outweigh the risks. I don't think that will ever change. What is changing is the way we're going about meeting that challenge," he adds.

For example, the make-up, role and scope of the production company is changing.

"The old way of thinking required that a production company have one 'people' director, one 'tabletop' director, one 'slice of life' director, one 'humor' director and one 'automobile' director. That was a complete staff. Now we're seeing a whole new kind of synergy," he says.

Evidence Mr. Abel's studio, which consists of three or four directors whose primary responsibility is live action, at least six art directors and a number of support people who can provide miniatures, computer graphics, opticals and other special effects.

"Bringing together a variety of people under one roof is a definite catalyst for creativity," Mr. Abel believes.

Additional changes are technological innovations.

In Mr. Abel's estimation, technology has evolved to such an advanced state that no problems are unsolvable in American tv today. This climate allows for exciting experimentation.

Recent "experiments" by Robert Abel & Associates include an animated American flag and set design used by CBS-TV during their presidential election coverage, a project for RCA using live-action miniatures, blue screen, "Paint Box" motion and motion control and a spot for TRW featuring the planet Jupiter that utilized a digital image wrapped around a surface.

At the workshop, Mr. Abel will illustrate some of these principles and techniques and will demonstrate "case histories" of new special-effects projects.

For more information, write Advertising Age Creative Workshop, 220 E. 42nd St., 10017, or call toll-free 1-800-233-3435. In New York state, call (212) 210-0296. Telex: 64-0207.#

Advertising Age Creative Workshop
August 25-28 at The New York Hilton

Name _____ ☐ Please send me further information/brochure

Title _____ Enclosed is my check for: ☐ $710 ☐ $100 non-refundable deposit

Company _____ Charge my:

Address _____ ☐ VISA ☐ Master Card ☐ American Express

City _____ State ____ Zip ____ Card # _____

Phone (area code) _____ Expiration date _____

Signature _____

Advertising Age Education/220 E. 42nd Street, New York, NY 10017/Phone 800-233-3435. In New York state, call 212-210-0296/Telex 64-0207

E.T. lands Hardee's in court

Universal City, Cal.—The long finger of Universal Pictures' E.T. is pointing to Roy, Utah (population 15,000), where a local Hardee's restaurant staged an opening-day promotion featuring the extraterrestrial cutie, sans permission from the studio.

Universal filed suit May 9 in federal district court in Salt Lake City against Hardee's Food Systems, Rocky Mount, N.C., as well as Titus Foods (the Utah franchise holder) and its agency, Thomas Phillips Clawsen. It alleges violation of copyright and trademark law.

The studio acted swiftly on a tip before the April 19 opening. It warned the franchisee and its agency that the upcoming promotion violated Universal's rights.

When the E.T. imposter made his appearance anyway, Universal sued.

A local theater owner tipped off the studio about the promotion. Universal said it is particularly sensitive to any unauthorized use by a restaurant of the Steven Spielberg creation because of its ongoing E.T. licensing agreement with McDonald's Corp., Oak Brook, Ill., for the Special Olympics benefit.#

Survey

(Continued from Page 3)

to, enough to make Coors' the best-recalled beer advertising in last month's adWatch survey.

Asked to name the first beer advertising that came to mind, 156 persons, or 12.5% of the monthly sample, named Coors. Anheuser-Busch's Budweiser, which had been tops in top-of-mind recall for 25 straight months, in April found itself in an unaccustomed second place with 10.8% of first mentions.

In fact, Coors' move into the top spot was helped in large measure by a decline in awareness for Budweiser, which dipped from 12.5% in March to last month's 10.8%, while Coors rose from 10.8% to 12.5%.

Miller Brewing captured the third and fourth spots. Miller High Life was close behind Bud with a 10.2% share, slightly—but not significantly—less than the 10.5% share it received in March. Advertising for Miller Lite was recalled by 8.3%, also about the same share it held in March.

Coors has expanded distribution in the Midwest and New England since the first of the year, so a greater awareness for its advertising was expected. But the biggest gain in awareness for Coors' advertising came not in those areas—where the "Coors is the one" campaign has not aired yet—but in Coors' so-called traditional markets in the West. Its share of first mentions in that area rose from 14% in March to 21% in April.

Last month's biggest single gain—and perhaps its biggest surprise—was turned in by General Electric, which threatens to run away from the pack in the home-electronics category. Awareness of its advertising rose 4.3 points in April, from 6.7% of first mentions to 11%. The company, best known until recently as a lighting products manufacturer, has been heavily advertising its line of under-cabinet home appliances.

That advertising has been successful enough to push its awareness past such home electronics stalwarts as RCA (3% of first mention last month), Sony (2.9%), Sears (2.3%) and Whirlpool (2.3%).

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name advertising in a variety of product categories that first comes to mind from all seen, heard or read in the previous 30 days.

In April, 1,251 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Among other interesting results from the April survey:

- What had been a neck and neck awareness race between Gallo and Riunite in the **wine** category is being won by Riunite. Its share of first mentions was up 3.1 points last month, from 9% to 12.1%.

Gallo, which in January had been deadlocked with Riunite at 10%, continued its decline. Gallo advertising came to mind first for 5.8% of respondents last month, compared with 7.2% in March. Paul Masson was third with 3%.

- The up-and-down fortunes of **computer** category leaders continued in April. Awareness of No. 1 Apple's advertising dropped 5.3 points (from 39.2% of first mentions to 33.9%), while IBM's advertising picked up 2.8 points (rising from 12.9% to 15.7%). Commodore remains No. 3 with 4.6%.

In March, it had been Apple's turn to rise and IBM's to decline.

- The **top 10** best-recalled advertisers in April (in response to the initial question "Of *all* advertising you have seen, heard or read in the past 30 days, which first comes to mind?") were, in descending order: Coke, Pepsi, McDonald's, Miller/Miller Lite, Wendy's, Burger King, Ford, Budweiser/Bud Light, Chevrolet and Pizza Hut.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Planned

(Continued from Page 3)

gate.

Other coupons in both campaigns are supplied for the support of the proposed Reproductive Health Equity Act, contributions to Planned Parenthood and position statements to congressmen.

The second ad that ran last week

Nine Reasons Why Abortions Are Legal:

The $1 million Planned Parenthood national effort kicked off in newspapers and moves to national magazines in the fall.

offers "Five ways to prevent abortion [And one way that won't]."

The one way that will not prevent abortions, the ad says, is to make them illegal. "Offering a better teacher than experience," "making America friendlier to children" and "creating new birth-control methods" are preventive means, the ad says, that even right-to-lifers can support.

While Planned Parenthood's local affiliates have run advocacy campaigns in the past, the national arm has restricted itself to public service announcements.

But acts of violence by anti-abortionists and the restriction of their right-to-life argument to concerns of the fetus, thereby obscuring the concerns of women, prompted the national organization to create the new campaign.

Planned Parenthood's affiliates will be able to support the national campaign by running the ads in their own communities with their own funds, he said.

Kay James, director of public affairs, National Right to Life Committee, Washington, denied last week that anti-abortion groups care only about the unborn child and not about the woman. At a Washington press conference following the appearance of the first Planned Parenthood ad, the committee cited support structures for pregnant women, including housing, financial assistance, career counseling and also counseling for women who had abortions. She said NRLC condemned violence. NRLC has no plan for an advertising response, she added.#

Are mounting deadlines giving you "Overnightmares"?

It's happening again, isn't it? Clients, bosses, schedules, deadlines. They're all bearing down on you. And you're lying awake, wondering if the important parcel you sent on the overnight delivery will get there in time. Or whether it will get there at all.

You could be resting easy right now if you had called American Airlines Priority Parcel Service. That's because we can deliver parcels, door to door, *in hours!* Get your package on American's next flight, or any flight you specify. Just call **(800) 638-7320**. In Maryland, call (301) 269-5503.

So the next time you feel the deadlines starting to mount, call American. We'll get your package delivered in hours. And on time.

AmericanAirlines Priority Parcel Service

We deliver in hours.

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